



THIRD QUARTER • 2023

The Illinois Auctioneer



*Bill Burke,
2023 Illinois State
Champion Auctioneer*



From The President

WOW! What an Illinois State Auctioneer Championship contest! Congratulations to our 2023 Champion, **Bill Burke**, and the other contestants, *"You're all winners!"*

This contest was very close, and a special thanks to the judges. *"Big thanks goes out to Steve Marriott and his committee team on running a smooth contest with \$1,000.00 prize money going to the Champion."* They also fired up a new merchandise tent, which was a huge success in getting our ISAA logo in front of the public, and auctioneers finding apparel to purchase.

And of course, the new trailer with our logo in front of the public, which got lots of attention. And *"Thank you to our Auctioneer Family for all your help in making this year's contest a great success!"* At the Governor's Sale of Champions, our Illinois State Champion Auctioneer wasn't even allowed to sell the Champion Steer, as the Governor made a donation of \$105,000.00, and I'm still shaking my head about that!

Now, it's time. You, the members, need to know what's happening. So I'm not going to sugar coat this, but you're a member and you should know. The ISAA has been working hard to get things back on track, and there is a lot of track in front of us. I'm not pointing the finger at anyone, cause it's in the past and we're going forward with a strong positive attitude. We're all business people that work our butts off to be successful. My father once told me *"Jeff don't look back- unless that is the direction you want to go."*

Lobbyists have been hired to keep ISAA in front of what's happening in Springfield; it's been needed for many years. As we all know things change almost everyday in this state.

Merchandise Tent has been added to the ISAA trailer, this trailer is wrapped with our logo and provides us a marketing tool and storage of our supplies and apparel wear all in one place. Hey! Be sure to purchase your apparel at the upcoming conference.

CPA Firm has completed an audit, which my hat goes off to Cissy on her great job of bookkeeping. But we have a tax issue on some filing of taxes, and the CPA firm is currently working on getting it taken

care of, as they put it, "this was extremely common in such small associations / organizations." There will be an update at our annual meeting in February.

Finances looks good and the board is looking into depositing money into some CD's accounts. Sounds like we found a bank, more information coming soon.

Scholarship Funds will add a 10% Buyer's Premium to All of our auctions held at ISAA functions to help build scholarship funds for the next generation. Remember, if you have someone advancing into the industry, apply for it and we can present at the conference.

The Hall of Fame (HOF) has reported there will be a HOF induction at the 2024 ISAA Conference, which is always an exciting moment of making memories. Last year we had one the largest HOF members in attendance.

2024 ISAA Conference & Trade Show will be held in Bloomington, February 8 - 11, 2024. A new competition has been added to this years conference, so watch for more information. This years conference will have more excitement than last year! (that's a promise)

Finally, I must thank my Board for their time and hard work, in unity there is strength! **And I can't forget to thank my Megan!**

Thanking you all in advance,
Jeff Prochnow - President of ISAA





Get Paid for Continuing Education Classes



* Get Paid \$250.00 for CE Classes Submitted to ISAA and Approved by IDFPR

* Get Paid \$200.00 per class for teaching.

See Submittal Requirements Below /
Contact Cissy for any questions,
isaadirector@gmail.com

Want to teach? Please send YOUR Bio, including your designations if applicable, to Cissy so she can submit it can be submitted to IDFPR for teaching qualification.

Classes taught by the ISAA:

- Better Business Practices and Sexual Harrasment Prevention
- Conducting Benefit Auctions
- Ethics
- Federal Laws Pertaining to To Auctions
- Illinois Auction Law Rules & Regulations
- On-Site Auctions
- Real Estate Auction Contracts
- Residential Real Estate At Auction
- Setting Up Your Sound Equipment To Save Your Voice
- Social Media
- Strong Candidate Hire In The Auction Business
- What is a Professional Ringman?
- Writing Business Friendly Auction Contracts

- ☐ INSTRUCTORS BIO (providing qualifications / education for course)
- ☐ COURSE DESCRIPTION
- ☐ COMPREHENSIVE OUTLINE - 3 HR Course; includes (2) breaks and Test time allotted (Outline MUST CONTAIN Length Of Time Spent On Each Topic)
- ☐ LEARNING OBJECTIVES
- ☐ EXAM (25 Questions For Every 3 Hours Of Approval)
- ☐ EXAM ANSWER KEY
- ☐ MATERIALS TO BE PROVIDED TO THE STUDENTS

MANDATORY COURSES

- Illinois statutes and rules governing auctioneering
- Federal statutes and regulations governing auctioneering
- Auctioneering Ethics
- Escrow and trust accounts
- Contracts
- Other subject matter recommended by the Board (example: Sexual Harassment Prevention)

ELECTIVE COURSES

- Agency
- Business courses related to auctioneering
- Real estate related courses
- Auction management
- Bid Calling
- Public Speaking
- Advertising
- Specialty Auction Courses
- Other subject matter recommended by the Board

A photograph of two men in suits standing side-by-side. The man on the left has a beard and is wearing a dark suit with a patterned tie. The man on the right is wearing a light-colored suit with a dark tie. They are both smiling.

ILLINOIS NOVICE BID CALLING COMPETITION

Novice Contestants Eligibility to compete MUST be licensed in Illinois for 3 years or less.

NO Registration Fee

Contest Registration Fee has been WAIVED for 2024

A photograph of a woman in a black suit and red top, cheering with her right arm raised in a fist. She is in a room with other people in the background.

Coming Your Way

2024 ISAA Conference

AUCTION TEAM

Competition

Auctioneer & Ringman Competition
MORE DETAILS TO COME...

2024 ISAA CONFERENCE



Sherman Hostetter, Jr. of Beaver, Pennsylvania, attended Penn State University on a Golf Scholarship from 1973-77 and graduated with a major in real estate and insurance. Presently, he continues the family auction business, started by his parents in 1955, as a full-time auctioneer and real estate broker licensed in PA, OH and WVA. Added to his credentials are the notable titles of past President of the Auction Marketing Institute (CAI), past President of the Pennsylvania Auctioneers Association, and past President of the Northwest Chapter of the PAA.

Sherman was a board member of the National Auctioneers Foundation, three times a board member of the National Auctioneers Association, past Chairman of the Education Institute, and a board member of the National Association of Realtors Auction Committee. In 1992 he won the Pennsylvania Auctioneers Association Bid Calling Championship and 2010 won the West Virginia Auctioneers Association Bid Calling Championship. In 2013 Sherman was inducted into the Pennsylvania Auctioneers Association Hall of Fame and in 2015 he was inducted into National Auctioneers Association Hall of Fame. In 2017 Sherman was inducted into the Beaver County Sports Hall of Fame for his accomplishments in golf during his years of junior golf, high school and college golf and 5 years as a professional golfer.

In addition, Sherman holds many designations such as; the Certified Auctioneers Institute (CAI), Accredited Auctioneer of Real Estate (AARE), Graduate Personal Property Appraiser (GPPA), Certified Estate Specialist (CES), Benefit Auction Specialist (BAS), Graduate Realtor Institute (GRI), Certified Residential Specialist (CRS), Senior Real Estate Specialist (SRES) and is a Certified Paralegal through Penn State University. Since 2003 Sherman has served on the Pennsylvania State Board of Auctioneer Examiners, appointed by then Governor Edward G. Rendell, and is a past Chairman of the Board. He is also past President of the Beaver County Board of Realtors.

Sherman has been recognized for his community involvement including volunteering for his church, community teen Bible study, past school board director for the Blackhawk School District and serving on numerous boards and committees in Beaver County area.

In 2009 Hostetter Auctioneers joined the rapidly growing online auction platform and in 2013 joined the Marknet Alliance team. Since then Hostetter Auctioneers has grown to include 7 auctioneers, an office manager, 3 full time office personnel and 9 plus setup crew members on staff providing complete online and onsite auction services in real estate and personal property to Pennsylvania, Ohio and West Virginia. Sherman enjoys working in the family auction business with his son Matt, daughters Kylee, Paige and Haley, and son-in-law John Johnston.

FEBRUARY 8 - 11, 2024

REGISTER TODAY

DON'T FORGET TO MAKE YOUR
HOTEL RESERVATIONS



HOT BREAKFAST IS INCLUDED

\$119.00 PER NIGHT

ERENCE SPEAKERS



George Michak is an attorney who regularly represents auctioneers and auction companies on wide-ranging issues, including litigation, contracts, and licensing. Recently, he successfully represented an auctioneer in a case in which the Virginia Supreme Court addressed the distinction between an Absolute Auction and an Auction with Reserve and decided that it should not be possible to accidentally convert an Auction with Reserve into an Absolute Auction. He is currently involved in a significant case in New Jersey regarding the use and ownership of the Buyer's Premium.

George teaches auction law and ethics at the Reading Area Community College in Reading, Pennsylvania and the Reppert School of Auctioneering in Auburn, Indiana, and Auctioneer University in Puryear, Tennessee. He preciously taught at the Mendenhall School of Auctioneering in High Point, North Carolina. George provides auction law presentations to numerous state and national auctioneer organizations.

In addition to his auction law practice, George has a strong background in corporate and business law, commercial litigation, administrative law and professional licensing, economic development financing, oil and gas, real estate, and land use.

George was also the principal draftsperson for 2008 and 2016 revisions to the Pennsylvania Auctioneer Licensing and Trading Assistant Registration Act, 63 P.S. § 734.1 et seq. George graduated, magna cum laude, from Vermont Law School, and holds a Master's degree in Public Administration from Penn State University where he was awarded a University Fellowship. He received his Bachelor of Arts degree in Government from King's College. After law school, George served a judicial clerkship with the Honorable John A. Dooley III at the Vermont Supreme Court. George also served as Chief Counsel for the Pennsylvania Department of Community and Economic Development, which is the Commonwealth's principal economic development financing agency. Currently a solo practitioner, George was previously a partner in a major Pittsburgh-based law firm, and was, earlier, associated with national law firms based in Washington, D.C. and Pittsburgh, Pennsylvania.

2024 ISAA Conference

- Quality Education ~ Diversified Speakers
- Hall of Fame Dinner
- Ringman Championship
- Novice Bid Calling Competition
- NEW - - Auction Team Championship
- Continuing Education Classes
- Annual Meeting of the Membership

Save The Date
www.illinoisauctioneers.org



FEBRUARY 9 - 11, 2024

DoubleTree by Hilton | Bloomington, Illinois

2024 ISAA CONFERENCE



Katie Lappe-Eckhardt has been in the real estate and auction industry for over 20 years. Her main focuses are mobile applications, websites, marketing and advertising.

Recognized as a forward-thinking leader in the publishing industry she quickly realized that technology was powerful and after working with the Auctioneers of Kentucky for over 15 years she started the company AuctionLook. AuctionLook is an aggregate platform with 30+ websites, bidding platform connect, email campaigns and is the developer of the National App, "Auctioneer". Katie has also established technology partner relationships between AuctionLook and over 16 State Auctioneer Associations, and for their website integration and is a board member of Apro.bid.

She is an innovative entrepreneur in real estate technology known for her visionary leadership and commitment to accessibility. Katie holds a degree from the University of Memphis and is a certified expert in ADA compliance. She is also the founder of DirectOffer, Inc., a pioneering software company that has secured multiple patents for real estate technology, specializing in multilingual solutions and ADA-compliant listings. Her expertise led to the creation of DOAT (DO AudioTours), a global patent revolutionizing property listing by offering automated, ADA-compliant, multilingual audio-visual experiences. DOAT also streamlines communication through lead routing and direct agent contact integration.

Her drive for innovation, inclusivity, and transformative technology has left an indelible mark on the real estate industry. Her work continues to inspire both colleagues and emerging entrepreneurs worldwide.

Katie is also a loving mother of three and an advocate for autism awareness and educational reform for children and adults with autism and learning disabilities.

Photo Coming Soon

Powered by **AUCTIONLOOK**

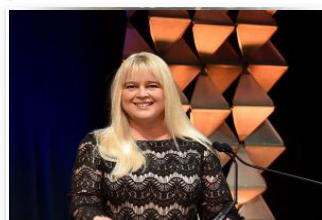
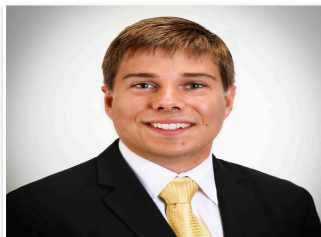
Did you ever think of what your profile picture tells about you?

Especially, your profile picture on a job website should be credible and show your true self because if someone doesn't know you, the first impression he / she makes about you is by looking at your picture.

- **Let Others Recognize You:** A face will help people remember you.
- **Your Photo is Your Personal Brand:** Your photo gives others clues about your personality.
- **Makes the First Impression:** If someone doesn't recognize you, seeing your picture will help them make a first impression about you.

Need to update your ISAA Membership Profile?

*Ask us how....
We're here to help!
auctionlook@gmail.com*



ERENCE SPEAKERS



David P. Whitley, a professional auctioneer with CAI and CES designations, resides in Fort Collins, Colorado, and operates auctions across the scenic Rocky Mountain region. He holds a Bachelor of Science in Agricultural Economics from the University of Wyoming and a Juris Doctor from its College of Law. He is a proud graduate of the Western College of Auctioneering.

Currently serving as the driving force behind RMEB Inc. Whitley Auction, he orchestrates approximately 60 auctions each year, showcasing a wide array of assets including real estate, commercial and industrial liquidations, business liquidations, estates, and other specialized offerings. With a vast experience of over 35 years in the auction industry, David firmly believes that success is rooted in the art of deal-making and delivering invaluable services to clients.

David Whitley's impressive professional portfolio includes graduating from the Certified Auctioneer Institute and achieving the Certified Estate Specialist distinction. He is an instructor for the Certified Estate Specialist designation. Actively engaged in the community, David is a dedicated member of the Colorado and Wyoming Auctioneers Associations, holding positions such as board member, past president, and past chairman of the CAA.

In addition, he maintains an active role within the National Auctioneers Association, contributing as a member and past director. David stands as a prominent figure in the industry, frequently sought after as a featured speaker and contest judge at various state conventions. His involvement extends to participating in the International Auctioneer Championship, achieving finalist status, and contributing to the Advocacy Committee, President's Think Tank and Technology committees. He is the founder of the Facebook Auctioneers group, the largest group of auctioneers in the world.

As an advocate for continuous growth within the auctioneer profession, David Whitley is currently utilizing his expertise to educate and mentor aspiring auctioneers. He instructs on vital subjects such as auction law, technology, marketing, and bid calling at the esteemed World-Wide College of Auctioneering. He firmly believes that auctioneers, as professionals, should be dedicated to lifelong learning, striving to enhance their skills and knowledge to elevate their services and meet and exceed their clients' expectations while maximizing their financial potential.



Consumer Expectations Shaping the Online Auction Experience

In 2000, a patented feature was rolled on the website of online bookseller that changed e-commerce as we know it. The 1-Click ordering button allowed consumers to enter their billing, shipping and payment information just once, and from then on, simply click a button to buy something. That kind of hassle-free online shopping is everywhere now but that convenience was revolutionary at the time, and that feature catered toward customer convenience vaulted Amazon's market status into the global commerce stratosphere.

Today, at the tap of a few buttons on your smart device, you can have food delivered straight to your door via DoorDash, GrubHub or UberEats. That convenience is why the food delivery sector is a \$17 billion business.

And your local grocery store likely now offers curbside delivery — or even home delivery — to get your groceries to you with ease.

Consumers want convenience. And what's easier than shopping from the convenience of your own device whenever and wherever you are?

In 2022, the online auction market was a \$5 billion industry. It's projected to grow by another \$2.5 billion by 2027, with growth notably driven by the ease of bidding to meet today's buyer expectations.

While many auction houses have already added - or even moved completely to - online auctions as a strategy for growth, they're now turning to optimizing their ecommerce experience in order to maintain and grow their customer base.

Competing online with the likes of Facebook Marketplace and eBay, auction houses are doing more than simply producing quality item photos and detailed descriptions to sell. With the help of online platforms and service providers, they're leveraging technology and innovation to meet consumer expectations and bring convenience, simplicity and speed to their buyer experience.

Consumers are willing to pay for convenience. In today's e-commerce landscape, Not only do consumers expect convenience. Businesses risk losing customers if the buying process is too arduous. A 2022 customer service survey by CMSWire found that 70% of consumers would pay more if they knew their experience would be more convenient and 75% would

switch companies if they found a competitor was more convenient to do business with. Few things are more important for maintaining and growing your business than maximizing the convenience you offer your customers.

Like other forms of e-commerce, online auction houses are providing buyers easy ways to pay for their items, notifying them of winning bids by text or email, and allowing them to pay immediately with a secure link.

Consumers want options. So auction houses are providing a range of options for getting the goods to the buyer, offering item pickup during specified hours at a given location, shipping items to the buyer, and offering delivery, for a fee. Some even offer after-hours item pickup from secure lockers, providing buyers with access key codes for pickup anytime.

Consumers want information. No, most won't read your Terms & Conditions, but they do want easy access to information whenever they want it. So auction platforms and third-party vendors are leveraging technology to provide information like real-time "quick quote" cost comparisons for carrier rates and incorporating accurate shipping charges into their checkout process.

They're also communicating via text message, email and phone throughout various stages of the post-auction process, including sending tracking numbers for shipped items. Third-party service providers like Shipping Saint allow for automated text messaging and emails for many routine communications from auction houses to buyers throughout the process.

Clear two-way communication is important to consumers. Buyers want to be able to speak with sellers, so phone numbers and emails should be prominent.

Do more than promote the items in your auction, clearly state the ways to get the goods. And make it clear that shipping isn't free (unless you're willing to lose a buyer that balks at paying the cost for shipping).

Consumers want good customer service. A study by Salesforce Found that 80 percent of customers say that the experience a company provides is as important as its products or services.

Consumers want proactive, immediate support on the



medium of their choice - phone, email, text, chat or in person. In the auction industry, this holds true for both live and online auctions.

For item pickup, for instance, positive personal interactions are key to boosting buyer sentiment and sending customers away happy and ready to return for repeat business. This means clean, courteous staff with a friendly welcome and a helpful attitude and an organized, streamlined checkout process.

To keep the pickup process running smoothly following an online auction, many auction houses opt for scheduling post-auction item pickups to help maintain a steady flow of buyer traffic and avoid chaotic rushes. Smart sellers position pickup points so that buyers pass through merchandise display areas for the next auction, just in case upcoming items catch their eye.

For shipped items, packaging items within clean new boxes rather than used second-hand boxes helps elevate the buyer experience. And information like tracking information is key to helping buyers stay informed and satisfied with service.

Consumers want it now. And if not now, soon. They don't want to wait. Thank Amazon and their next-day delivery or Walmart's same-day delivery for buyer impatience.

Whether or not your offerings are convenient for your customers will go a long way in helping you better serve them, retain them and bring in new customers. The easier it is for them to get needed information and complete a purchase with you, the happier they'll be. In the long run, convenience may just decide your ability to grow your business.

As the auction industry continues to evolve and adapt in the face of sweeping changes in the e-commerce sector, auction houses are seeing opportunities to expand their footprint by catering to these growing consumer demands.

Paul Gibson is president of Shipping Saint, a web-based solution to streamline the post-online-auction experience.

Text your buyers an invoice for quicker payments

Do more for your customers. **AND** your business.
With Shipping Saint. Call (812) 233-3949 for a free demo





LEGISLATIVE UPDATE

This past session the following legislation of interest were passed both chambers and were signed by the Governor:

BUDGET

All things considered, the budget bill came together relatively smoothly. The week prior to the scheduled date of adjournment, the Governor, House Speaker, and Senate President held a press conference to announce they had a budget agreement. As part of the agreement, the Senate would pass a budget bill to the House and the House would not make any changes and vote it out as-is. It quickly became clear that not all of the rank and file House members were aware or on board with this plan. After few days of delay, an agreement was reached and the budget bill advanced through the process.

Senate Bill 1963 (Sen. Celina Villanueva, D- /Rep. Curtis Tarver, II, D- Chicago) made the following changes of interest to businesses:

- **Franchise Tax.** In the first year of the Governor's term, the Illinois Franchise Tax was put on a path to full repeal. That path was stopped before it even started in response to the pandemic (prior to the huge injection of federal monies). This year, the first \$5,000 of the monies against which the franchise tax is applied will be exempt from the tax.
- **Blended fuels.** The definitions of what constitutes gasohol, majority blended ethanol fuel, and mid-range ethanol fuel are all changing and with them how taxes are applied:
 1. **Gasohol.** Prior to January 1, 2024, the blend must contain 90% gasoline and 10% denatured ethanol. On or after January 1, 2024, the blend must contain 85% gasoline and 15% denature ethanol. Between January 1, 2024 and December 31, 2028 the tax is applied to 90% of the sale. From January 1, 2029, on the tax applies to 100% of the sale.
 2. **Majority-blended ethanol fuel.** On or after January 1, 2024, 'majority blended ethanol fuel' must contain at least 51% and not more than 83% ethanol, by volume, as specified in ASTM Standard D5798-11 and no less than 17% and no more than 49% gasoline. From January 1, 2029 on, the tax applies to 100% of the selling price.
 3. **Mid-range ethanol fuel.** Mid-range ethanol blend must contain at least 20% but less than 51% denatured ethanol. Between January 1, 2024, and December 31, 2028, the tax is applied to 80% of the selling price. From January 1, 2029, on the tax is applied to 100% of the sale.

LABOR

Wrongful Death Punitive Damages — The trial bar asks and the trial bar shall receive! The Illinois Trial Lawyers Association (ITLA) wanted to apply punitive damages to wrongful death cases and at the end of session the General Assembly granted their request. House Bill 219 (Rep. Jay Hoffman, D/Sen. Don Harmon, D) adds punitive damages to all wrongful death cases under the Wrongful Death Act.

For over 170 years, Illinois law has consistently held that, absent specific statutory authority or very strong equitable reasons, punitive damages are not permitted under Illinois law. House Bill 219 upends the current standard and greatly expands the liability of companies in wrongful death cases.

The trial bar argued that punitive damages will be used to deter future bad acts and should apply to everyone equally. While they profess that is the intent of the legislation, the legislation exempted certain entities from punitive damages. The punitive damages and the so called deterrence for future bad acts do not apply to the following entities:

- Hospitals;
- Doctors;
- Municipalities;
- State Agencies; and
- the State.

For instance, families who lost loved ones at the state run LaSalle Veterans Homes during COVID-19 due to negligent care are prohibited from receiving punitive damages for the actions of the State. But a private nursing home would be liable for punitive damages for

the death of loved ones due to negligent care.

The legislation passed the House by a vote of 74-40 and the Senate by a vote of 37-19.

EFFECTIVE DATE: January 1, 2024

Salary and Posting Mandate — Companies will be required to provide a link to the salary and benefits of a job within the posted job offering starting January 1, 2025. House Bill 3129 (Rep. Mary Beth Canty, D/Sen. Cristina Pacione-Zayas, D) requires an employer with 15 or more employees to include a pay scale in any job posting. “Pay Scale” means the salary or hourly wage range that the employer reasonably expects to pay for the position.

After some negotiation with business groups, the legislation was greatly narrowed. Rather than requiring the salary and benefits to be included in every job posting, it only requires a link to the salary and job description to be included in the job posting. The final legislation also includes a notice and cure period of 14 days for the first violation and a 7 day cure period for a second violation. Finally, the law does not become effective until January 1, 2025.

With all of these changes, the business community went neutral and the legislation passed the House by a vote of 75-39 and passed the Senate by a vote of 35-19.

EFFECTIVE DATE: JANUARY 1, 2025

Temporary Worker — SB 2862 (Sen. Robert Peters, D/Rep. Edgar Gonzalez, D) expands the scope of protections and rights afforded to both day and temporary labor workers.

- Requires equal pay for equal work for temps who are assigned to the same job;
- Requires additional training and workplace safety standards for temps; and
- Increased fees and increased fines for violators of the act.

Both the Temporary Worker firms and the Illinois State Chamber went neutral on the legislation. Each of their constituencies opposed the legislation.

EFFECTIVE DATE: August 4, 2023

Child Bereavement Leave — Senate Bill 2034 (Sen. Karina Villa, D/Rep. Maurice West, D) creates the Zachary’s Parent Protection Act and requires a company with more than 250 full time employees to provide 12 weeks of unpaid leave to an employee who experiences the loss of a child by suicide or homicide. A company that employs between 50 and 250 full-time employees must provide 6 weeks of unpaid leave.

The legislation passed the Senate by a vote of 44-6 and the House by a vote of 81-24.

EFFECTIVE DATE: JANUARY 1, 2024

Organ Donation Leave — House Bill 3516 (Rep. Nabeela Syed, D/Sen. Ram Villivalam, D) allows an employee to take up to 10 days of paid leave in any 12-month period to serve as an organ donor.

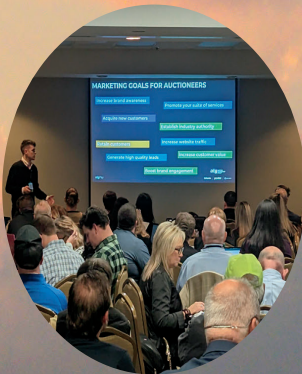
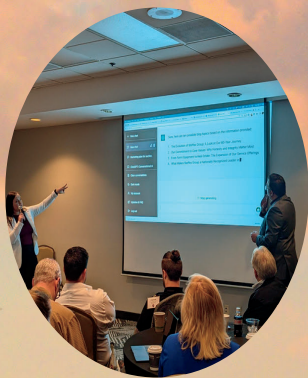
The legislation passed out of the House with a vote of 108-0 and the Senate by a vote of 55-0.

EFFECTIVE DATE: JANUARY 1, 2024

Crime of Violence Leave — HB 2493 (Rep. Aaron Ortiz, D/Sen. Robert Peters, D) permits an employee to take unpaid leave from work for reasons related to a family or household member who is killed in a crime of violence. The employee is entitled to a total of 2 workweeks of unpaid leave. The leave must be completed within 60 days after the date on which the employee receives notice of the death of the victim.

House Bill 2493 passed out of the House by a vote of 95-16 and the Senate by a vote of 43-12.

EFFECTIVE DATE: JANUARY 1, 2024



DIGITAL MARKETING SUMMIT NAA

Albuquerque, New Mexico
February 19-20, 2024



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retail return
truckloads.*



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COMING BACK IN 2024... Champion of Champions **BID CALLING** COMPETITION



Contestants shall be current, Active Members of the Illinois State Auctioneers Association, as of the contest date AND a titled, Illinois State Champion Auctioneer.



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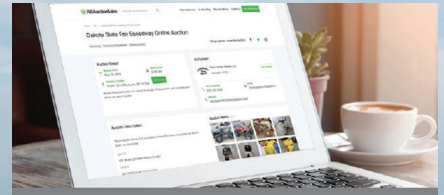
Our goal is to get more **BUYERS** to **YOUR** auctions. We make it easy by creating your auction listing for you. We are not auctioneers and we don't compete with you. We also don't charge sales commissions.



INCREASED AUCTION ATTENDANCE



BOOST YOUR WEBSITE TRAFFIC



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MOBILE OPTIMIZATION



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75,000

Facebook Followers



On Average

1 Million

Impressions Per Month



Over

7,000

Auctioneer Profiles



On Average

25,000

Clicks Per Month

We want to be your **trusted online advertising partner** by getting more buyers to **BOTH** your online and in-person auctions. We succeed when you succeed. We look forward to **helping your business grow**.



CONTACT RITA TODAY TO GET STARTED!

Rita@AllAuctionSales.com - 605.206.9997

1601 E 69th St, Suite 208
Sioux Falls, SD 57108

Proud member of the
Illinois State Auctioneers Association
& National Auctioneers Association



2023 Illinois State Auctioneer Competitors



Zac Taylor



Adam Mollett



Ben Ladage



Rob Janssen



Kenny Freeman



Joe Wieseman



2023 Illinois State Auctioneer Finalists



Kerry Lenhart



Zackery Witvoet

Lester Plank



Bill Burke



Spencer Smith



Billy Bolen

Hayden Geisler



Customized Marketing
to help **grow your auction business**

The **NEW** AuctionLook Marketing Center is LIVE!

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Property Sites

Presentations

Videos

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Newsletters

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Business Cards

Email Signatures

Spanish Marketing

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subscription. Regularly \$299 a year.**

Special Note: After the initial 30-day trial period, a
yearly subscription fee will be applied.
You can opt-out at anytime.
Discount expires September 30th

AUCTIONLOOK

Marketing materials to help you find buyers and sellers.

Expand your exposure, reach your sphere, market your listings, and build your brand with free, compliant, and plug-and-play designs such as postcards, pre-written letters, open house items, social posts, and much more.

New Listing

Marketing your newly listed properties has never been easier.

Open House

Everything you need to ensure your next open house is a huge success.

Social Media

A collection of resources to help with your social media marketing.

Sphere Marketing

Marketing tools to stay top of mind within your sphere of influence.

Prospecting

Grow your business using direct mail, social media, and special letters for both buyers and sellers.



Flyers



Postcards



Brochures



Social Media



Listing Showcase



Presentations



Videos



Letters/Letterheads



Newsletters



Helpful Docs



Business Cards



Spanish Marketing



Illinois State Auctioneer Championship 2023 at the Illinois State Fair

As one of the three chairmen for contests I would like to share my view of this years Illinois State Auctioneer Championship.

After elections in February at conference, Jess Spradlin, O.D. Holley and myself were appointed to committee for organizing and conducting the auction contests. We immediately hit the ground running and planning for the competition held at the Illinois State Fair.

In the first two weeks, we found a buckle sponsor for all the contests and had buckles ordered for 2024 as well. At the June board meeting, we proposed to the Board to raise the prize money awarded to \$1,000 for the Champion. Next, we shopped for items to sell for Finalist Round of the competition. These items were popular with bidders as the contestants sold these items with active bidding all around.

This year, we had a designated, apparel tent that was a huge success as well, with several purchases from to crowd who attended.

Speaking of attendance it was a full house with plenty of people from the local area who came to support the contestants by bidding and cheering on their favorites. The morning started at 8 AM setup, with plenty of help from contestants, board members, Executive Director Cissy, Kenny Freeman's crew of clerks and cashiers, and several from the public waiting for the auction.

I would like to personally, *"Thank the judges, Kenny Freeman's clerking staff, Jess Spradlin for scorekeeping, Contestants, Board members, and ISAA members who were a big part in the success of the 2023 Illinois State Auctioneer Championship to make it such a huge success. Thanks to all who stayed after the contest to help break down, pack and clean up as well."*

The feedback was all positive from contestants down to attendees. Comments like, "Well-run event" to "One of

best they had seen" were among some things said.

If I have missed anyone, please know you are, and were, valuable to the success of this contest.

It was a close competition, but when the dust settled, Bill Burke is the reigning 2023 Illinois State Champion Auctioneer. Congratulations on your win. I challenge all members to participate in the contests coming up at the conference in February. There will be something for everyone, and don't forget the Fun Auction as well.

In conclusion, I am proud to be a member of ISAA and applaud the contestants for their support, bidding, and rooting for their fellow contestants.

Looking forward to conference and getting to know more of you.

Steve Marriott, Southern District Director



YOU'VE GOT MAIL! But most don't know it!

We're lucky by "standards." Only 35 - 40% of ISAA email blast messages are actually opened.

Check your Junk / SPAM mailbox.

Update your email address and your mobile number on your ISAA membership profile. These are the fastest & easiest ways for us to communicate with you, our members!

Thank you, Cissy (isaadirector@gmail.com)



Social Media

The Facebook Pixel, it's VERY important

When talking with auctioneers about Facebook there are many different views and methods they choose to use Facebook for marketing their brand and in turn, upcoming auctions. Fair enough, everyone's different.

Some choose to only post on their public wall, others boost posts, there are many who are creating targeted Facebook ads and then there are those who choose not to use Facebook at all.



But the one thing you should all do if you have a Facebook business page is use download the Facebook pixel. Even if you don't use it right away, get it now so you're able to collect data for when you choose to start using Facebook marketing to it's potential.

It would surprise you how many auctioneers I talk to who have taken courses in regards to social media marketing who 'know' the benefits it can have, but do not have the Facebook pixel attached to their Facebook business page.

Jon Loomer has a great Blog Post discussing this exact topic and the importance of the Facebook Pixel. He outlines the ability to create custom audiences from YOUR data, not to mention that other many benefits of the Facebook Pixel. Basically you'll be able to target people who have been on your website, looking to buy or bid from your auctions.

This can not only help you target buyers to your auctions, but also people who may one day be looking for an auctioneer to sell their farm equipment, estate sales, rare coin & baseball card collections.

I understand this information can be intimidating, trust me, but the more you learn about it the less unattainable it can be. There are tons of resources out there to help you in this process, including the helpful associates with Global Auction Guide.



Did you Know?





By Posting your auctions via AuctionLook / Illinois Auctioneers website (www.illinoisauktioneers.org) that your auction listing is sent out **WEEKLY** to Potential Bidders that are registered through the Auctioneer App throughout the state of Illinois?

This is a FREE Benefit to YOU as a Member of the ISAA!


Ask Cissy (isaadirector@gmail.com) for instruction sheets for Posting Auctions & Maintaining YOUR Membership Profile

[Download the Auctioneer App Today!](#)  [Apple](#)  [Android](#)



Upcoming Auctions
This Auction Referred to you by IllinoisAuctioneers.org




3 BR HOME IN ORLEANS INDIANA
Michael Dale Harris, Auctioneer
[For more >>](#)



Furniture, Household, Collectibles & More Online Only
Alex Belcher, Auctioneer
[For more >>](#)



Auctions every Friday night 5:30pm CST Westville, IL
Martin Lipa, Auctioneer
[For more >>](#)



WATERFRONT HOME AND LOT IN BENTON KY
Michael Dale Harris, Auctioneer
[For more >>](#)



DO AudioTours™ by Direct Offer creates vocal content to help Auctioneers market auction listings.

Found at: DoAudioTours.com
Ideal for: Auctioneers, Teams and Marketing Managers

Top selling points:

- Off-camera audio marketing
- Add verbal detail to listing photos
- Capitalizes on podcast popularity
- Audio content landing pages
- Translates into 20 languages
- Ideal for ADA compliance

What you should know:

DO AudioTours™ is an audio marketing solution that lets Auctioneers record detailed narration about the sale. It's a unique way to add extensive detail to property images and helps demonstrate an effort to go above and beyond traditional marketing tactics.

At the risk of sounding obvious, the software gives users an audio recording interface to add narration on top of listing photos. Users select an image, tap record, and speak. It's that simple. You can delete and start over if needed, and choose to add audio to only a few images, likely a smarter marketing move than inundating your audience with excessive narration.

Once the Audio Tour is complete Auctioneer can share on Social Media and other Marketing Channels. Tours come with property specific QR codes for signs and flyers. They can also find their Tours on the DirectOffer mobile app.

Buyers don't often read so this aids in the potential buyer in understanding the details of the sale. Buyers that speak other languages can now understand the terms and conditions of your sale.

All packaged in a beautiful media player that customers can share or contact you directly by email or phone.

Did you know that there are more podcast subscriptions in the US than Netflix Subscriptions? Buyers love audio. Auctioneers love their chant.... So let's make the best of both worlds.

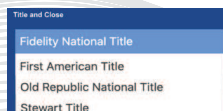
~ Coming to 2024 ISAA Conference & Trade Show on Technology Thursday, February 8, 2024, w/ Katie Lappe

AGENTS CAN NOW SPEAK 20 LANGUAGES

- A.I. automatically converts your listings into an audio presentation for buyers to listen to.
- Translates up to 20 different languages with closed captioning
- Share through automated email notifications or dashboard
- Connect all leads to your CRM through your email
- QR Code for brochures, handouts, sign magnets or riders
- Manual upload is great for Off Market Listings, Commercial, or Rentals
- Your listing / Your lead / No referral fees



**Scan This QR Code to
Sign-up Price of \$9.99**



**Click on "Title Company of
Choice" in the Agent Profile
Area**



**Demo
Listing
Scan QR
Code**



**US &
Global**

2023 ISAA Championship



Thank
You
to ALL
the
Volunteers



* More pictures on Illinois State Auctioneers Association Facebook page



Buckle
Sponsor





Auctioneers' reputations & messaging

Let's say it's 1930 — for example — auctioneers were primarily known in their “community” and we knew his or her spouses, their kids' names, where they lived, what church they attended, and where they typically ate lunch ... however, today, that's largely not the case.

With the Internet, bidders and buyers are engaging in the auction method of buying and selling like almost never before — sometimes in the same neighborhood and/or across the country or world. Relatedly, today, I don't know the auctioneers' spouses, kids, residences, nor where they eat.

I might only know they are auctioneers and/or have something up for sale.

For that matter, I look at countless online platforms these days with personal and real property for sale — and I have no idea who the auctioneer is — or even if there is an auctioneer. What are all these online platforms' reputations? I have no idea.

Yes, most auctioneers develop standard practices, but the issue is not many auction bidders today know those reputations. So, if I'm known for taking sellers with the genuine intent to sell — or rather taking sellers that I've called “maybe sellers” who may or may not want to sell — ***you the interested bidder don't know which it is.***

As a result, it's more important than ever there is a precise marketing message. Is the auction absolute? Does the auction have an “academic” opening bid that the seller has agreed to accept if that's all it demands? Or, is the reserve secret, or does the seller reserve the right to accept or reject any and all bids?

These are two ***distinctly*** different messages:

1. Absolute auctions or auctions with “academic” minimum acceptable bids ***have the essential prospect of a deal.***
2. Auctions with secret reserves, or with the seller reserving the right to accept or reject the high bid ***lack the essential prospect of a deal.***

What is this prospect of a deal? We've referenced it many times including here: <https://mikebrandlyauctioneer.wordpress.com/2022/12/12/what-makes-any-auction-work/>. Most auctioneers have conducted auctions that didn't work and now realize the auction likely lacked the prospect of a deal.



Two Nobel Prize-winning economists noted that bidders respond with more disclosure. <https://mikebrandlyauctioneer.wordpress.com/2020/10/16/providing-as-much-information-as-possible/>. Too, many auctioneers know good news attracts bidders. <https://mikebrandlyauctioneer.wordpress.com/2016/08/25/the-power-of-the-word-absolute/>.

Given it's more probable these days that I don't know the auctioneer, nor his (or her) reputation, what do I do now? Call him? Email him? Text him? What do I ask? “Does the seller have reasonable expectations?” “Is the seller living on earth?” More likely, “What does it take to buy it?”

Since the auctioneer works for the seller, you and I both know what those answers are going to be. In fact, it may be the auctioneer's fiduciary duty to paint a positive picture of the circumstances given this agency relationship. Could I hear “*He's really ready to sell*” when the secret reserve is twice market value? Should I hear that?

Finally, if you are having auctions with secret reserves or seller confirmations, you probably don't want to publicize that — in that bidders detest both formats. Except for Louisiana, your auction is with reserve by default, so no notation is necessary, nor prudent. Yet, get ready for less-than-optimum results given you have provided no proper inducement to participate.

Mike Brandly, Auctioneer, CAI, CAS, AARE has been an auctioneer and certified appraiser for over 30 years. His company's auctions are located at Mike Brandly, Auctioneer, Brandly Real Estate & Auction.

Every Day is an Advertising Contest

- Ryan George, Biplan Productions



This is the time every year, when I prepare my clients' entries for the auction industry's annual advertising contest. The preparation work, as always, is fueled by hope. 2017 could be the seventeenth straight year (<http://www.ryangeorge.net/award-winning-work/>) that I've won at least two national awards for my auctioneers.

Every year, I'm surprised by what wins and loses in the competition. I've won with stuff I'd be embarrassed to show my friends and lost with the best work of that previous year—if not my career. That fickleness is true of most awards shows, as art is subjective. So, we contestants do what we always do: (1) enter as much as we can and (2) cross our fingers.

The reality is that judges really can't determine which is the most effective advertising.

If they tried, everything would be measured by sales figures, auction registrations, web site traffic, or efficiency scores. Because assets vary in value and campaigns vary in scope, success is relative to each sale. A results competition would be more daunting than comparing apples and oranges. It'd be judging the entire produce department—at Whole Foods.

That's why the contest comes back to aesthetics. Audio and visual elements are not created equal. Commercial art can be evaluated, even if subjectively. The challenge comes in uniting under the same determining factors.

Recently, a state association official gave me something I've never seen in the auction industry: the scoring rubric for his state's advertising contest. He asked me what I would change. "Tear it up," he invited. So, I did. I crossed out every criteria and wrote a measurement that should replace it.

If I wrote the criteria for any state or national advertising contest, I'd use the following questions to rate the entries.

Would this piece stand out in its native environment?

Since our advertising competes with media from every other industry on a constant basis, would this advertisement draw attention to itself in the mailbox, newspaper, bulletin board, social media, broadcast medium, etc.? Is it intriguing, unique, or beautiful?

Are the images compelling?

Do these photos look like they were professionally taken or at least intentionally snapped with marketing in mind? Do they look like the images major retailers use for similar assets? Are the pictures given room to breathe? Is the lighting and composition good? (These same criteria would apply to video capture.)

Is the text succinct and easy to read?

If everything is bolded, nothing is. So, is there hierarchy of font size, boldness, etc.? Is there good contrast between the type and the background? Does the advertiser refrain from visual redundancy by avoiding headlines like "real estate" or "farm equipment" with pictures that already indicate that? Do they use a benefit-based headline instead of the word "auction"? Does the auctioneer say only enough to get the audience to the next desired action?

Does the layout draw attention to the asset instead of itself?

The primary purpose for advertising is to sell stuff (or promote a cause)—not the ad agency. When I look at the piece, the first thing I see shouldn't be a color or font or pattern. Distracting elements in the era of short attention spans are disqualifiers. Everything must draw the audience to the asset.

These are the questions I would ask in an aesthetic competition, because these are the questions I use to guide my design and social media work—when possible with the content I'm provided. These are questions we all should be asking ourselves every day about our advertising.

Advertising awards affirm our actions and can even be a competitive advantage. Their importance, though, pales in comparison to the impressions that the marketplace has of our brand and its iterations. We don't compete just against other auctioneers. We compete every day against the entire marketplace—all the different ways and places that people can buy what we're trying to sell. Whether we like it or not, that marketplace is asking these questions. Are you?

Ryan George, of Biplane, helps auction companies look like marketing experts to their sellers by clarifying their message, communicating that message with attractive media, and measuring that media with state-of-the-art tools.



APRO.BID YOUR AUCTION PLATFORM FOR EVERY SEASON

Auctions are not limited to seasons with APro.bid; you can host auctions all year long! Expand your business with APro.bid's Online, Live and Simulcast functions. No commissions, no contracts and just \$98 per auction.

Schedule your demo today at APro.fyi!!!



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- Agricultural expertise
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www.farmcreditIL.com
ask@farmcreditIL.com

Hachmeister Memorial Scholarship Application

The Illinois State Auctioneers Association will award one (1) scholarship in the amount of \$500 to a qualified candidate.



Who is Eligible?

*** A child / grandchild of a current member of *Illinois State Auctioneers Association*.**

Candidates must be graduating from an accredited high school or attending a college or university undergraduate study program or a school of higher education.

Candidates can apply for this scholarship more than once, but can only be awarded the scholarship for a maximum of two years.

Applicant Information

Name _____ Mailing Address _____

City/State/Zip _____ Phone _____

Email _____ Parents' Names _____

College or University where accepted or currently attending _____

*** Name of Sponsoring ISAA Member or Auxiliary Member** _____

Returned Scholarship Applications must include **ALL** of the following:

☐ Official transcript

☐ List of school and community activities

☐ One recommendation from a non-family member

☐ Statement of future goals in 500 words or less

Applications must be completed in full and postmarked by January 1, 2024.

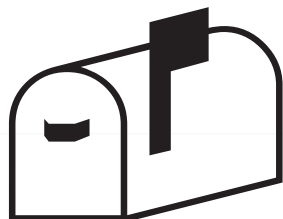
The winner will be notified by phone.

Scholarship will be awarded at the Awards Banquet at the ISAA Annual Conference.

The Winner and two (2) guests will be asked to attend the Awards Banquet.

The Winner will be asked to give brief remarks following presentation of the scholarship.

Direct Questions to the ISAA (312) 702-2117



Mail this form and ALL application information by January 1st to:

**Scholarship Committee
c/o Illinois State Auctioneers Association
PO Box 1541
Rifle, CO 81650**



ILLINOIS STATE AUCTIONEERS ASSOCIATION

HALL OF FAME Award Nomination Form

**Deadline Submission:
January 15, 2024**

Personal and Confidential to the ISAA Hall Of Fame

Name of Nominee _____

Residence Address _____

Phone Number _____

City _____ State _____ Zip _____

BUSINESS INFORMATION

Name of Firm _____

Position _____

Business Address _____

Phone Number _____

City _____

ISAA INFORMATION

Years nominee has been a member of the ISAA? _____

Offices Held; Current and Past: _____

PERSONAL AND FAMILY INFORMATION

Spouse's Name _____

Does spouse participate in the auction profession: Yes No (circle one)

If yes, please explain _____

Children (Please give names and ages): _____

GENERAL PROFESSION INFORMATION

How long has the nominee been associated in the auction business: _____

What percentage of the nominee's time is actively spent in the auction business: _____

Has the nominee specialized in any particular field of auctioneering: _____

Hall Of Fame Guidelines

I. Qualifications that weigh heavily in the selection include the contributions made by the Auctioneer to the Illinois State Auctioneers Association, and if possible, the NAA. The honoree needs to have had an active interest in ISAA for ten years or more. Have they been an officer or a member of the ISAA Board; Have they been on various committees; Have they attended seminars and conventions; Have they been a speaker or a member of a panel discussion at the conventions or seminars.

II. The second area looked at closely is their auction business. It doesn't make any difference as to the size of their auctions, the area that they encompass or the type of auctions or variety they may conduct. What is important is that they have been an active Auctioneer for more than ten years, and their professionalism, integrity and high standards have made them an auction leader in their area.

III. A third area that adds some weight is the individual's contribution to their community. Have they been active in community projects, civic organizations, elective office or any other community area?

IV. Nominations will not be accepted from the nominee's spouse or immediate family.

THIS FORM IS PERSONAL AND CONFIDENTIAL BETWEEN THE ISAA HALL OF FAME AND THE SUBMITTER. THE NOMINEE SHOULD NOT BE INFORMED OF THIS SUBMISSION.

Send To:

ISAA Hall of Fame Committee

PO Box 1541

Rifle, CO 81650

isaadirector@gmail.com



ILLINOS STATE AUCTIONEERS ASSOCIATION

HALL OF FAME Award Nomination Form

Page 2 of 2

Personal and Confidential to the ISAA Hall Of Fame

List the educational background of the nominee, including offices held outside of ISAA; current and past:

List regular auctions conducted, if any, and / or any special individual auctions conducted, which have brought attention and credit to the Profession of Auctioneering or the ISAA:

Previous recipients of the *ISAA Hall of Fame Award* have established some general qualifications which they feel each nominee should possess or have shown. Please reflect your personal assessment of the nominee with respect to the following categories:

1. Honesty
2. Willingness to Share With Others
3. Standing in His or Her Communityw
4. State and National Associations
5. Contributions To The ISAA and The Auction Profession

Narration: _____

Submitted by (please print name): _____

Address: _____

City: _____ State _____ Zip _____

Signature of Submitter: _____



2024 Membership Renewal Form

Register online and pay by credit card or return this form with dues payment

Name: _____ Date of Birth: _____

Auctioneer License #: _____

Physical Address: _____

Mailing Address (if different): _____

City: _____ County: _____

State: _____ Zip: _____ Phone: _____

Fax: _____ Email (required): _____

Website: _____

Company or Trade Name (if applicable): _____

Company License (if applicable): _____

Years you have been an auctioneer: _____

Other Designations

☐ AMM ☐ CAI ☐ GPPA / MPPA

☐ AARE ☐ CAS ☐ Other: _____

☐ BAS ☐ CES ☐ NAA Member

ISAA DONATIONS:

☐ Legislation: \$ _____

☐ Scholarship: \$ _____

In what areas would you like to be involved: Districts (ISAA is divided into 10 Districts;

ISAA Regional
Directors

- ☐ Officer: (2 year term)
☐ Director: (3 or 4 year term)
☐ Committee Interest

3 Regions - North, Central & South)

Membership Agreement: I agree to abide by the Code of Ethics and Bylaws of the Association, to pay the annual membership as determined from time to time by the board of governors, and to exercise my rights as an active member of Illinois State Auctioneers Association, Inc. I certify that the information furnished by me is true and correct, and I agree that failure to provide accurate information as requested or any misrepresentation of fact(s) shall be grounds for revocation of my membership.

Signed: _____ Date: _____

Type of Membership

☐ Auctioneer / Auction Company \$150

Auctioneer Members shall be those licensed to conduct auctions in the State of Illinois.

Auction Company Members shall be those auction companies licensed to conduct auctions in the State of Illinois.

☐ Associate Member \$75

Associate Members shall be staff, auction helpers, Ringmen or other persons associated with the auction business who are not required to be licensed.

☐ Trade Member (Vendor) \$250

Trade Members shall be those persons, firms or corporations engaged in any related business or business endeavor having a relationship or a general nature with the business conducted by auctioneer and/or auction company members.

Credit Card Authorization

Note: All credit cards will be charged a 5% credit card processing fee.

Name as it appears on credit card: _____

Signature: _____

Billing Address: _____

Credit Card: _____ Card Number: _____

Expiration Date: _____ Security Code: _____



Illinois State Auctioneers Association
PO Box 1541
Rifle CO 81650
(312) 702-2117
www.illinoisauctioneers.com

2024 *Industry Calendar*

December 2023

NAA Designation Academy
December 4 - 8, 2023
Las Vegas, NV

February 2024

2024 ISAA Conference & Trade Show
February 8 - 11, 2024
Bloomington, IL

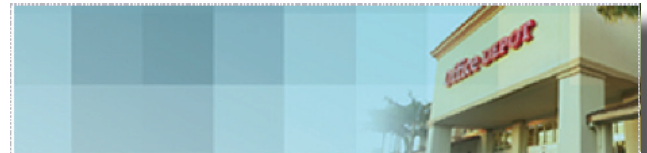
Digital Marketing Summit
February 19 - 20, 2024
Albuquerque, NM

March 2024

Certified Auctioneers Institute (CAI)
March 24 - 29, 2024
Bloomington, IN

April 2024

National Auctioneers Week
April 29 - May 4, 2024



Store Purchasing Card

80131391836

ISAA AUCTIONEERS ASSOCIATION
ISAA AUCTIONEERS ASSOCIATION

**Office
DEPOT.**



Look for Illinois State Auctioneers Association
Email Blasts

isaadirector@gmail.com

MailChimp



ISAA Communications

Please be sure that your email spam filters are not filtering out ISAA communications. Add isaadirector@gmail.com to your address book